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**NEW JERSEY STATE BOARD
OF MEDICAL EXAMINERS**

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ATTORNEY GENERAL OF NEW JERSEY

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STATE OF NEW JERSEY
DEPARTMENT OF LAW & PUBLIC SAFETY
DIVISION OF CONSUMER AFFAIRS
STATE BOARD OF MEDICAL EXAMINERS
DOCKET NO. H83-5028

IN THE MATTER OF AN INQUIRY	:	
INTO ADVERTISING PRACTICES OF	:	Administrative Action
	:	
WILLIAM A. TAYLOR, D.C.	:	
LICENSE NO. 2290	:	FINAL ORDER
	:	
LICENSED TO PRACTICE CHIROPRACTIC:	:	
IN THE STATE OF NEW JERSEY	:	

This matter was opened to the New Jersey State Board of Medical Examiners on January 27, 1983 on inquiry into advertising practices of William A. Taylor, D.C., practicing at Ramapo Chiropractic Center, 2282 Hamburg Turnpike, Wayne, New Jersey 07470. Dr. Taylor appeared, accompanied by Wendy Taylor, D.C., who is his wife and also a practicing chiropractor at the same office. Dr. William Taylor had been asked to appear to discuss certain advertising representations included in a publication disseminated by him between August and November 1982. That document, attached as Exhibit A hereto, announces the opening of Dr. Taylor's office and asserts that it is affiliated with "an international group of chiropractors" and others "who are dedicated to finding ways of

eliminating physical, mental, social, genetic and environmental interferences with optimum health potentials". The document further asserts that among the reasons for which people seek chiropractic care are "to express greater degrees of personal potentials" and "to contribute to an overall improved level of community health". It goes on to include several definitions of health purporting to be quotations from various dictionaries, but which in fact are distortions of such quotations. The document goes on to assert "should you interfere with the nerve system, you would have a loss of function and, therefore, a loss of health, resulting in abnormal function, aberrant behavior and an early death". Further, it asserts that vertebral subluxation is "of epidemic proportions" and that they are "frequently produced at birth". While the article goes on to recognize that vertebral subluxations frequently do not produce "major pain or symptoms", the article concludes by offering the equivalent of "open house" lectures and alarmingly relates vertebral subluxations with "stillbirths, sudden crib-deaths, and how we damage our children and ourselves nearly every day without realizing it". It not only offers a service of "getting sick people well" and "keeping well people well," it goes on to suggest that it is concerned with "maintaining a full nerve supply from infancy on to allow the individual to express ALL THEIR INNER POTENTIALS THROUGHOUT LIFE." (Emphasis in the original).

Both Dr. William and Dr. Wendy Taylor indicate that much of the printed material was copied from advertising distributed by a corporation called "Renaissance" in Colorado which purportedly encourages chiropractors to disseminate these types of statements.

The Doctors Taylor indicate that at the time they first prepared this printed material they were members of "International Chiropractors Association" but have not been members for quite some time, as they stopped paying dues. They expressed the belief that most of the material in their printed statement was true and that chiropractic can affect the genetic material of infants.

The Board finds that all of the statements stressed in this Order are in fact untrue scientifically, and not within the scope of chiropractic as authorized for practice in this State. The statements present numerous misrepresentations and deceptions which are calculated to frighten people into seeking chiropractic care and which erroneously portray the services which the profession of chiropractic can offer to patients.

The Board takes into account the relative youth and inexperience of both William Taylor and his wife and their apparent ingenuousness in making the claims asserted. It is hoped that with more practical experience, and heightened awareness of the legal impropriety of their assertions, and increase in maturity, their practice can be conducted within lawful limits. In light of the above circumstances therefore,

IT IS on this 9 day of March, 1983,
O R D E R E D that William A. Taylor, D.C. is hereby reprimanded and ordered to cease and desist from of the above misrepresentations. For violation of N.J.S.A. 45:1-21(b) and 45:9-14.5, he is assessed a penalty of \$250. (As Wendy was not originally represented as making the written assertions criticized herein, no order of sanction will be entered against her at this time. She should, however,

consider herself on direct personal notice to assure that the improprieties herein are not repeated in the future.)

Dr. Taylor is directed henceforth to recognize the following as the interpretation by the New Jersey State Board of Medical Examiners, to correct all future advertising and office practice to conform with the following: "Subluxation" by itself is not a diagnosis. Therefore, the finding of "subluxation" without additional clinical qualifiers supporting the need for treatment, is meaningless under the New Jersey Chiropractic Practice Act. Doctors of chiropractic are thus well advised to prepare a proper patient record, in conformity with Board's patient record rule, which record shall include history, physical findings, diagnosis or analysis, patient management and other pertinent data. This is particularly important since, in the event the patient's problem necessitates referral to another health care practitioner, the absence of such documentation could jeopardize the consumer -patient's health, safety and welfare.

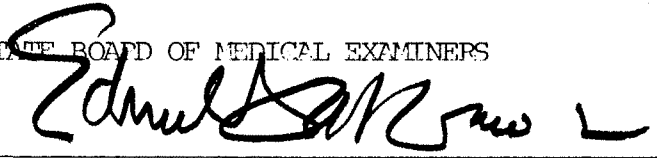
"Maintenance treatment" as such, is not permissible. Dr. Taylor shall henceforth accept as patients for chiropractic care only such persons as have conditions analyzed as amenable to chiropractic treatment, i.e., "corrective care". Treatment for the initial problem may properly continue until maximum therapeutic response has been reached. Thereafter, should the patient's history reveal a chronic problem tending to recur, follow-up visits may be scheduled for appropriate examination and chiropractic care in accordance with the standards set forth in N.J.S.A. 45:9-14.5, i.e., manipulation of the articulations of the spinal column when adjustment is needed. Annual or semi-annual chiropractic examinations, or

such additional examinations as are warranted by the particular patient's status, shall not be deemed inappropriate. Such periodic assessment and adjustment is deemed permissible when its purpose is to help maintain the patient's health. "Maintenance care," however, when used without clinical substantiation and merely as an office routine, is not allowed and is a violation of N.J.S.A. 45:1-21(b). Thus, persons shall be accepted as patients only in the presence of clinical reasons warranting professional treatment.


The chiropractor shall maintain complete and accurate patient records, including such history as is required, examination findings, diagnosis or analysis of the patient's condition, all treatments rendered and progress noted on each visit, together with accurate indication of fees charged and received.

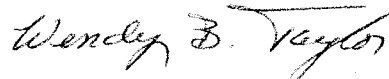
The penalty assessed shall be paid within ten (10) days of the entry of this Order to the New Jersey State Board of Medical Examiners.

STATE BOARD OF MEDICAL EXAMINERS

By: 
Edwin H. Albano, M.D.
President

I consent to the terms and entry of the within Order.


William A. Taylor, D.C.

Witness: 
Date: 2/26/83

Ramapo

CHIROPRACTIC CENTER

Dr. William A. Taylor, would like to announce the opening of his office for the practice of chiropractic.

Ramapo Chiropractic Center is affiliated with an international group of chiropractors, scientists and other concerned professionals and paraprofessionals who are dedicated to finding ways of eliminating physical, mental, social, genetic and environmental interferences with optimum health potentials.

THE FACTS OF LIFE

It is our experience that people seek chiropractic care for one of four main reasons: 1) to alter disease processes or symptomatic conditions 2) to maintain a higher level of health 3) to express greater degrees of personal potentials 4) to contribute to an overall improved level of community health.

In order to understand why people can expect such a wide range of benefits from chiropractic care, it is very important that you understand what health is. Dorland's Medical Dictionary states: "health is a condition of optimum physical, mental and social well-being, and not merely the absence of diseases and infirmities." Dorland's tells us that health is more than just how you feel or even whether you have a disease or not. Webster's Dictionary gives us the health formula which states: "health is a condition of wholeness in which all the organs are functioning 100% all the time." In short, the key to health is function. Gray's Medical Anatomy specifically identifies the system responsible for function: "the purpose of the brain and nerve system is to control and co-ordinate the function of all the tissues, organs and systems in the body and to relate (adapt) the organism to its environment." Should you interfere with the nerve system, you would have a loss of function and therefore, a loss of health, resulting in abnormal function, aberrant behavior and an early death.

Modern science has discovered an interference to the nerve system that is of epidemic proportions, VERTEBRAL SUBLUXATION. (A misalignment of spinal bones which adversely alter the function of the spinal cord and spinal nerve roots.) Vertebral Subluxations are frequently produced at birth and are known to affect all individuals, frequently without major pain or symptoms, as in many other conditions.

Chiropractors recognize that health is the normal state of being; that is assuming there is no interference to its expression. Chiropractic is the science of locating vertebral subluxations, a major interference to your health potential; it is the art of eliminating them.

There are three types of health care available to you at Ramapo Chiropractic Center: 1st- Getting sick people well. 2nd- Keeping well people well. 3rd- Maintaining a full nerve supply from infancy on to allow the individual to express ALL THEIR INNER POTENTIALS THROUGHOUT LIFE.

If what we offer suits your health needs, we extend to you a warm welcome to become a member of our health family and to begin an exciting journey towards a healthier you and a healthier community.

We encourage you to attend one of our initial health orientation programs which are offered as a public service at no charge or obligation. You will see pictures of a developing child, as well as receive valuable information about stillbirths, sudden crib-deaths, and how we damage our children and ourselves nearly everyday without realizing it. For scheduling at the next program call 831-0910.